

ORDER



Orders
Order / Rev: 726636
Alt Order #: 06402786
Product Desc: OBAMA FOR AMERICA
Estimate: 2328
Flight Dates: 11/02/12 - 11/06/12
Original Date / Rev: 11/02/12 / 11/02/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/04/12	35	\$101,850.00	\$86,572.50
11/05/12	11/11/12	29	\$87,300.00	\$74,205.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	64	\$189,150.00	\$160,777.50	0.00
Totals	64	\$189,150.00	\$160,777.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	27%	\$189,150.00
Market	100%	\$700,555.56

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
Kawe	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	33%	\$231,183.33
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$7,005.56
KSTP	13%	\$91,072.22
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	24%	\$168,133.33
WFTC	2%	\$14,011.11

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	11/05/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MT-----	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			3		\$1,500.00		0.00				
E 2	KARE	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$1,500.00		0.00				
E 3	KARE	11/05/12	11/06/12	M-F 9-10a M-F 9-10a	CM	9-10a	MT-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			1		\$400.00		0.00				
E 4	KARE	11/05/12	11/06/12	M-F 11-1130a KARE 11 News @ 11a	CM	11-1130a	MT-----	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$300.00		0.00				
E 5	KARE	11/05/12	11/06/12	Days of Our Lives Days of Our Lives	CM	12-1p	MT-----	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$500.00		0.00				
E 6	KARE	11/05/12	11/06/12	M-F 2-3p The Doctors	CM	2P-3P	MT-----	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$400.00		0.00				
E 7	KARE	11/05/12	11/06/12	M-F 3-4p M-F 3-4p	CM	3-4p	MT-----	:30	2	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$1,000.00		0.00				
E 8	KARE	11/02/12	11/02/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	----F--			2		\$750.00		0.00				
E 9	KARE	11/05/12	11/06/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MT-----	:30	2	\$750.00	P-1	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	MT-----			2		\$750.00		0.00				
E 10	KARE	11/02/12	11/05/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M--F--	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/02/12	11/08/12	M--F--			2		\$3,000.00		0.00				
E 11	KARE	11/05/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$3,000.00		0.00				
E 12	KARE	11/04/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	KARE 11 5 News	-----S	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S			1		\$2,000.00		0.00				
E 13	KARE	11/03/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	KARE 11 6 News	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-			1		\$2,000.00		0.00				
E 14	KARE	11/05/12	11/05/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		11/05/12	11/11/12	M-----			1		\$4,000.00		0.00				
E 15	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KARE	11/05/12	11/05/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
E 16	KARE	11/04/12	11/04/12	Post NFL Late News Post NFL Late News	CM	Post NFL Late Nev (10:30 PM-11:05 PM)	-----S	:30	3	\$4,000.00	P-1	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		3				\$4,000.00		0.00			
E 17	KARE	11/05/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
E 18	KARE	11/05/12	11/05/12	Mon Prime THE VOICE	CM	7P-9P (6:58 PM-9:00 PM)	M-----	:30	2	\$15,000.00	P-1	0.00	NM	2	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		2				\$15,000.00		0.00			
E 19	KARE	11/05/12	11/05/12	Mon Prime REVOLUTION	CM	9P-10P (9:00 PM-10:00 PM)	M-----	:30	2	\$10,000.00	P-1	0.00	NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----		2				\$10,000.00		0.00			
E 20	KARE	11/03/12	11/03/12	Sat Prime Sat Prime	CM	Sat Prime (9:00 PM-10:00 PM)	-----S-	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		2				\$1,500.00		0.00			
E 21	KARE	11/04/12	11/04/12	NFL Regular Season Fo NFL Regular Season Footba	CM	Various (7:15 PM-10:30 PM)	-----S	:30	3	\$12,000.00	P-1	0.00	NM	3	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		3				\$12,000.00		0.00			
E 22	KARE	11/04/12	11/04/12	Football Night in America Football Night in America	CM	Various	-----S	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$3,500.00		0.00			
E 23	KARE	11/05/12	11/06/12	M-F 1130a-12p Jeopardy	CM	1130a-12p	MT-----	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----		4				\$2,000.00		0.00			
E 24	KARE	11/03/12	11/03/12	SAT TDY NBC Today Show (Sa)	CM	6-8a	-----S-	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		4				\$400.00		0.00			
E 25	KARE	11/03/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-		4				\$1,000.00		0.00			
E 26	KARE	11/04/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$750.00		0.00			
E 27	KARE	11/04/12	11/04/12	Meet the Press Meet the Press	CM	9-10a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		1				\$5,000.00		0.00			
E 28	KARE	11/04/12	11/04/12	Chris Matthews Morn Chris Matthews Sa/Su 430a-12p	CM	1130A-12P (11:30 AM-12:00 PM)	-----S	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S		2				\$1,500.00		0.00			
E 29	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (8:00 PM-9:00 PM)	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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E 29	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (8:00 PM-9:00 PM)	----F--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$3,000.00		0.00						
E 30	KARE	11/02/12	11/02/12	Fri Prime Fri Prime	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	2	\$3,500.00	P-1	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	2		\$3,500.00		0.00						
E 31	KARE	11/03/12	11/03/12	Breeders' Cup World Thoroughbred Race Breeders' Cup World Thoroughbred Race	CM	Breeders' Cup	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$2,500.00		0.00						
E 32	KARE	11/03/12	11/03/12	Sat Prime MOVIE	CM	8P-10P (8:00 PM-10:00 PM)	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$2,500.00		0.00						
E 33	KARE	11/03/12	11/03/12	Saturday Night Live Saturday Night Live	CM	Saturday Night Live	-----S-	:30	2	\$2,250.00	P-1	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	2		\$2,250.00		0.00						
Totals													64	\$189,150.00	